

INTERNSHIP REPORT ON SYARIAH HOTEL SOLO



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Bachelor Degree of Economics in Economics and Business Faculty

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APPROVAL PAGE

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HALAMAN PENGESAHAN

INTERNSHIP REPORT ON SYARIAH HOTEL SOLO

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Surakarta, January 25th 2018



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ABSTRAK

Magang adalah salah satu prasyarat mahasiswa double degree untuk menyelesaikan program studinya. Program magang ini bertujuan untuk menambah ilmu pengetahuan mahasiswa dan juga pengalaman di dunia kerja. Program magang ini dilaksanakan di Syariah Hotel Solo, Jalan Adi Sucipto, No. 47, Solo, Jawa Tengah. Ada lima departemen yang saya pelajari di hotel ini: Front Office, Housekeeping, Sales dan Marketing, Food & Beverage Service, Food & Beverage Production. Program magang dimulai dari tanggal 7 Juli 2017 sampai dengan 17 Agustus 2017. Laporan magang ini berisi tentang presentasi studi kasus dari setiap departemen. saya menggunakan metode observasi dalam penulisan laporan ini.

Keyword: Magang, Studi Kasus, Metode Observasi

ABSTRACT

Internship is one of the requirements for Double Degree student to complete the study program. This internship program aims to enable student to gain more knowledge and also experience in workplace. This internship program held in Syariah Hotel Solo, Jalan Adi Sucipto, No.47, Solo, Central Java. There are 5 department that I studied in this hotel: Front Office, Housekeeping, Sales and Marketing, Food & Beverage Service, and Food & Beverage Production. Internship program start from July 7th, 2017 until August 17th, 2017. This Internship report contains presentation of case study from each department. I used observation method in the writing of this report.

Keyword: Internship, case study, observation method

1. INTRODUCTION

Syariah Hotel Solo with Lorin Hotel Solo are managed by PT. Hotel Anomsolo Saranatama (HAS) which belong to Tommy Soeharto. This Syariah Hotel was intentionally built in Solo because Solo was the historical city of Tommy Soeharto's first hotel establishment, named Lorin Hotels and Resort. Syariah Hotel Solo presents a new and different hotel atmosphere in

Solo. Modern Islamic nuance is dominantly applied to every interior and exterior of this building. The location is close to the rice fields so that the hotel is fresh and cool and it makes the guests feel comfortable.

Internship program is requirements to take senior project in Hotel Management program at Kyungdong University, South Korea. This internship was held for 320 hours (40 days, 6 units). Syariah Hotel Solo is a good place to study for internship program. This is one of the biggest syariah hotel in Indonesia. The Hotel has many rooms and also MUI Certificate for their Food and Beverage, so Muslim people will feel comfortable to stay in this hotel. I worked in five departments: Front Office, Housekeeping, Sales and Marketing, Food and Beverage Service and Food and Beverage Production.

1.1 Short Description about Syariah Hotel Solo

Syariah Hotel Solo was built on March 11th, 2014 in Solo city, Central Java which has 11 floors. In general, the syariah hotels only have capacity of 70-100 rooms, but Syariah Hotel Solo has 360 rooms, consists of four types of room: Standard Room, Superior Room, Deluxe Room, and Family Suit Room. The location of this hotel is about 2.8 km from the city center, 16 km from the airport, 10 km from Pasar Gede Solo, and 8.4 km from Radya Pustaka Museum. The location of the hotel is not far from Adi Soemarmo International Airport, which is located at Jalan Adi Sucipto. 47, Solo, Central Java.

1.1.1 Vision

To become the first most sought starred Syariah Hotel in Surakarta and Central Java and get significant profit in the next five years

1.1.2 Mision

- Committed to generate optimum benefits to the owners.

- To meet and improve the needs of consumers and hotel owners by providing excellent products and services.
- Committed to be a hotel that is known by consumers both nationally and internationally.

1.1.3 Hotel Facilities

- Security office
- Parking area
- CCTV
- Wi-fi in public area and all rooms
- Hotel restaurant
- Smoking area
- 24 hours room service
- Laundry service
- Elevator
- Airport shuttle service with an additional cost and a free shuttle service to downtown Solo.
- Mosque on each floor, the largest mosque is on the 1st floor, close to the lobby and lifts (this mosque is often used for regular monthly recitation)
- Prayer time markers
- Rest room

1.2 Problem Statement

1. How the Front Office Department guest service especially for foreigner can be improved and maintained?
- 2) How to minimize complain from guest to the Housekeeping department regarding to the hotel services and facilities?
- 3) How to add an employee for Sales Administator Personnel?
- 4) How guest preference give positive effects to the hotel income?
- 5) How to implement waste management in Syariah Hotel Solo?

1.3 Research Objectives

- 1) To analyze how Front Office Department guest service especially for foreigner can be improved and maintained.
- 2) To analyze the way to minimize complain from guest to the Housekeeping department regarding to the hotel services and facilities.
- 3) To analyze the importance of additional employee for Sales Administrator Personnel.
- 4) To analyze how guest preference give positive effects to the hotel income.
- 5) To analyze regarding waste management problem in Syariah Hotel Solo.

2. METHOD

Case study is a research method involving an up-close, in-depth, and detailed examination of a subject of study (the case), as well as its related contextual conditions. In doing case study research, the "case" being studied may be an individual, organization, event, or action, existing in a specific time and place. There are five department: Front Office, Housekeeping, Sales and Marketing, Food and Beverage Service, Food and Beverage Production. There is one case study for each department.

3. ANALYSIS AND RESULT

3.1 Case Study Front Office Department

Front Office Department considers of 16 sectors, they are; Front Office Manager, Duty Manager, GRO, Supervisor, Reservations, Receptionist, Telephone Operator, Driver, and BellBoy. In Syariah Hotel Solo, not all the Front Office Staffs can speak English fluently.

3.1.1 Point of View

The case was analyzed from the guest point of view.

3.1.2 Statement of the Problem

General:

- How the Front Office Department guest service especially for foreigner can be improved and maintained?

Specific:

- From the observation in Syariah Hotel Solo, there are foreigner guests but some Front Office employee cannot speak English fluently.

3.1.3 Objectives

This analysis aims to provide a solution that will improve the quality of employee service, based from the knowledge that I learned in HM subjects.

3.1.4 Analysis Course of Action

Alternative course of action #1. Hire new employee who can speak English fluently.

Advantages:

- ❖ The new employee who can speak English fluently can easily communicate with the foreigners. Foreigners will feel more comfortable to stay in Syariah Hotel Solo because they can give maximum service start from the Front Office Department.
- ❖ They also can motivate other employee to improve their language skills.

Disadvantages:

- ❖ Hiring new employee means incurring additional expenses. Hotel financial resources will be affected.
- ❖ The new employee may take time to adapt in new hotel environment.

Alternative course of action #2. Training the current employee regularly, so that they can improve their language skills.

Advantages:

- ❖ The current employees have already known the flow of the service in Front Office, if they improve their language skill by training, they can fulfill the guest needs and expectation easily.
- ❖ The current employees are more familiar with the hotel environment.

Disadvantages:

- 1) The time of learning may be different from one person to others, so it will take some times.

3.1.5 Recommendation

Upon evaluation, it is recommended to take the Alternative Course of Action#2. The current employee cannot speak English fluently but they already know the flow of its service, so it is better to give them training for improving their language skills to improve the service and performance of employees.

When recruiting a new employee, Human Resources Department should be held the test and interview of foreign language skills. Communication skills is very important in Hotel, especially in Front Office Department, because this department handle the guest the first time, so that they should make good impression.

3.2 Case Study Housekeeping Department

Housekeeping department of Syariah Hotel Solo sometimes receive guest complain. They receive complain from guest who talk to the Front Office department.

3.2.1 Point of View

The case was analyzed from the guest point of view.

3.2.2 Statements of The Problem

General:

- There are some complain from guest to the Housekeeping department regarding to the hotel services and facilities.

Specific:

- The guest's problem experience to the hotel service (service-related complain).
- The guest complains related to the hotel equipment malfunctions. (mechanical complain).

3.2.3 Objectives

This analysis aims to provide the solutions to handle and minimize the guest's complain based from the knowledge that I learned in HM subjects.

3.2.4 Analysis Course of Action

Alternative Course of Action #1. Housekeeping department should give attention to the guest need and expectation for the service, checking all the function of the equipment and facilities.

Advantages:

- ❖ Housekeeping staffs can prepare all the guest need and expectation from the beginning time.
- ❖ Preparation of those thing will minimize the guest complain in Syariah Hotel Solo.

Disadvantages:

- ❖ Not all the staffs is paying attention to detail, so Housekeeping supervisor have to remind the staffs before they start doing their tasks.
- ❖ Some of the unpredictable problem will exist.

Alternative Course of Action #2. Put the evaluation paper in the guest room, so that the guest can fill it up with complain or suggestion.

Advantages:

- ❖ The housekeeping staffs can understand whether the guest satisfied or dissatisfied with the service and facilities in the hotel.
- ❖ It can be guest history of the hotel. Housekeeping staffs can use this paper as media to evaluate their performance while giving guest service in Syariah Hotel Solo.

Disadvantages:

- ❖ Not all the guests are willing to write their experience, complain or suggestion when they stay in Syariah Hotel Solo. Some of them are just ignorance this evaluation paper.
- ❖ It can make an additional expenses for printing the paper.

3.2.5 Recommendation

Upon evaluation, it is recommended to take the *Alternative Course of Action#1*. It can be called as preventive action. This is very important to do especially in hotel and hospitality sector. Housekeeping staffs will try to understand what the guest need and expectation of the hotel service and facilities. it will also minimize the guest complain.

3.3 Case Study Sales and Marketing Department

In Syariah Hotel Solo there is only one personnel for Sales Administrator. When I had internship in this department, I couldn't get many knowledge and experience in administrative because at that time the personnel was sick and she had to get treatment in the hospital. There was one Training person from International Hotel Management School in Indonesia. She takes the responsibilities for the administrative task.

3.3.1 Point of View

The case was analyzed from the point of view of the Sales Administrator Personnel.

3.3.2 Statement of The Problem

General:

- There is limited number of Sales Administrator Personnel.

Specific:

- Sales and Marketing Department has one personnel, this will be problem when she can not attend the job because her task is dealing with the customer and other daily sales administration activities.

3.3.3 Objectives

This analysis aims to provide a solution regarding limited number of Sales Administrator Personnel based from the knowledge that I learned in HM subjects.

3.3.4 Analysis Course of Action

Alternative Course of Action #1. Hire one more Personnel for Sales Administrator. Sales Administrator has multi task. This person will help Sales Admin in Syariah Hotel Solo related to the division of the task. For example the flow of making an event, first he/ she should make BEO.

Alternative Course of Action #2. If Sales Administrator can not attend to hotel, one of the Sales Executive should replace his/her role in doing administrative. Training the other staff regarding of general knowledge about sales administrative, so that he/she can help the Sales Administrator when it is in urgent situation. This also need approval from Director of Sales and General Manager.

3.3.5 Recommendation

Upon evaluation, it is recommended to take the *Alternative Course of Action #1. Hire one more Personnel for Sales Administrator*. It will make faster and more effective in doing all the duties of Sales Administrator. They will have different task, but they can completing each other. If there is one Sales Admin can not attend job, others can take his/ her duties.

3.4 Case Study Food and Beverage Service Department

In Syariah Hotel Solo, there is Al-Kautsar Coffee Shop and Restaurant. This restaurant is opened for breakfast, lunch and dinner. In the morning Al-Kautsar Coffee Shop and Restaurant served free buffet breakfast menu. For lunch and dinner guest can order A la Carte type of food. Guest prefer to eat outside the hotel for lunch and dinner. This make the hotel income is not increasing. Hotel staffs should have an innovative way to make the guest feel interest and choose to eat in hotel. If many guest come to the restaurant and enjoy the food, it will give positive affect to the hotel income.

3.4.1 Point of View

The case was analyzed from the point of view of the guest preference.

3.4.2 Statement of The Problem

General:

How guest preference give positive effects to the hotel income?

Specific:

- Some guest prefer to take lunch and dinner in Al-Kautsar Coffee Shop and Restaurant because they thought that it can be faster and saving their time
- Some guest prefer to take lunch and dinner outside Al-Kautsar Coffee Shop and Restaurant because they did not known what kind of menu that has good taste and suitable price.

3.4.3 Objectives

This analysis aims to provide a solution regarding guest preference based from the knowledge that I learned in HM subjects.

3.4.4 Analysis Course of Action

Alternative course of action #1. Food and Beverage Service Department works together with Front Office and Sales&Marketing Department. This 3 departements collaborate to make Al-Kautsar Coffee Shop and Restaurant known by the guest.

Front Office staff will introduce Al-Kautsar Coffee Shop and Restaurant when guest check in time.

Sales & Marketing staffs can make promotion for Al-Kautsar Coffee Shop and Restaurant by making pamphlet for each room. They also make promotion in social media, so that the guest will know about the promo, menu, and they will come to this restaurant.

Food and Beverage Service staffs can give good impression to the guest especially in breakfast time, so that they will come to reataurant in lunch and dinner time. They also can call the guest to the room for asking whether the guest will order for room service.

Alternative course of action #2. Give the guest preference form in each room of Syariah Hotel Solo. Food and Beverage Department staffs prepare the guest preference form for each room, so that they will know about the guest preference menu in Al-Kautsar Coffee Shop and restaurant.

The form consist of some questions about food and beverage department such as:

- Have you ever try to eat in Al-Kautsar Coffee Shop and Restaurant?
- What menu that you like to eat in this restaurant?
- How about the service that given by staffs to the guest?
- Will you come again to Al-Kautsar Coffee Shop and Restaurant?

3.4.5 Recommendation

Upon evaluation, it is recommended to take the *Alternative course of action #1. Food and Beverage Service Department works together with Front Office and Sales & Marketing Department*. Guest will know about the restaurant, menu, and service by the promotion of this 3 hotel department. Restaurant has variative menu for the guest, but sometimes they do not know about it, so departments of hotel should make it well known by the guest. Promo that published in pamphlet and social media can attract the guest to come and eat in Al-Kautsar Coffee Shop and Restaurant. If many guest come to the restaurant, it will give positive effects to hotel income.

3.5 Case Study Food and Beverage Production Department

Syariah Hotel Solo should improve their way to manage waste. They put all kinds of waste in one big plastic and put it in one place behind the hotel. Then, they called third parties to bring their waste everyday.

3.5.1 Point of View

The case was analyzed from the point of view of waste management.

3.5.2 Statement of The Problem

General:

- Waste Management should be implemented in hotel industry.

Specific:

- Syariah Hotel Solo has not manage their waste properly.
- Food and beverage production has bio-waste.

3.5.3 Objectives

This analysis aims to provide a solution regarding waste management in Syariah Hotel Solo.

3.5.4 Analysis Course of Action

Alternative Course of Action #1. The hotel buys a waste separator machine. Hotel can buy this machine from Beston. Beston automated waste segregation system can ensure the superior quality of the sorted materials. The main raw materials can be urban waste, household garbage, solid waste, plastic garbage and others waste.

Alternative Course of Action #2. Hotel buys many kinds of waste bins to separate it, educated the employee and also to inform the guest how to use it. The bin is for paper, cans and bottles, compost and waste only.

3.5.5 Recommendation

It is recommended to take the Alternative Course of Action #2. Hotel buys many kind of waste bins to separate it, educated the employee and also to inform the guests how to use it. Hotel can start to improve the waste management by using this four kind of waste bins. It would not cost as much as we buy waste separator machine. If the waste already separated, it is easy for hotel to inform the third parties to collect the waste. Hotel's environment also will look more clean and organize than before.

4. CONCLUSION AND RECOMENDATION

4.1 Conclusion

Internship is one of the requirements for Double Degree student to complete the study program in Universitas Muhammadiyah Surakarta and Kyungdong University. I had to learn and experience in five department in a hotel: Front Office, Housekeeping, Sales and Marketing, Food and Beverage Service, and Food and Beverage Production. Every student should make Internship Report that contains presentation of each department and case study. The case study is about some problems that happened in Syariah Hotel Solo, i.e.:

- ❖ Front Office Department
Case Study : Language Barrier
- ❖ Housekeeping Department
Case Study : Guest Complain

- ❖ Sales and Marketing Department
Case Study : Sales and Marketing Personnel
- ❖ Food and Beverage Service Department
Case Study : Guest Preference
- ❖ Food and Beverage Production Department
Case Study : Waste Management

4.2 Recommendation

1. Human Resources Department should recruit the personnel who has language skills, especially English.
2. Housekeeping Department should conduct research regularly about guest need and expectation, so it will minimize guest complain.
3. Add more employee, based on the needs of each department.
4. Departments have to do promotion for restaurant menu, so the guest feel interest to eat in hotel restaurant.
5. Hotel management should pay attention to the environmental impact.

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